

NAMING COMMITTEE
June 14, 2012
MINUTES

*Present: Fred Lebow, Carla Benka, Wendy Ecker, Helen Charlupski, Harry Friedman,
Staff: Melissa Goff*

The committee began the meeting with a vote on the Chair. Carla Benka nominated Fred Lebow, seconded by Helen Charlupski. By a unanimous vote Fred was elected as Chair.

The Committee discussed adding the Iraq War under the definitions section of their guidelines. Helen suggested that the Afghanistan War also be added. Carla made a motion to add both the Iraq and Afghanistan War to the Naming Committee guidelines. Fred seconded the motion. The Committee unanimously voted to add the Iraq and Afghanistan War to the Naming Committee guidelines.

Melissa Goff updated the Committee on some of the ideas that the Dukakis Recognition Committee were discussing to honor the Governor and Kitty Dukakis. The Committee is looking into a book award, possible internship program and the potential to rename Longwood Park, or to name the green space outside Town Hall. Members of the committee felt that Kitty Dukakis may not meet their naming criteria, and suggested that "Dukakis Park" may be more amenable than something more specific. The committee discussed that the process would be like and whether or not they should take action on the outcome of the committee. Melissa was asked to communicate the Committees' sentiments at the next meeting.

The Committee reviewed the draft Park and Rec policy for the Naming of Parks and Recreation Facilities. Overall the Committee felt that the document was too complicated and suggested that maybe the policy be separated from the guidelines. A copy of their full comments is attached to the minutes.

The meeting adjourned at 4:30PM

Materials used at the meeting:

Draft Park and Rec policy for the Naming of Parks and Recreation Facilities



TOWN of BROOKLINE
Massachusetts
Park and Recreation Commission

Park and Recreation Commission

John Bain, Chairperson
Nancy O'Connor, Vice Chairperson
Clara Batchelor
James Carroll
Daniel Lyons
Antonia Bellalta
Jean Stameris

Director of Parks and Open Space

Erin Chute Gallentine

Director of Recreation

Lisa Paradis

Policy for the Naming of Parks and Recreation Facilities

Policy

The naming of new and renaming of existing parks and recreational facilities should be reserved for exceptional circumstances and comply with the guidelines and procedures set forth in this policy.

1.0 Purpose

This policy and the related procedures are intended to guide a) any individual or entity that is interested in having any Town of Brookline Park or Recreation Facility named for a significant person, event, or place, b) any individual or entity that is interested in having their significant donation of a park, building, or major feature named, c) the Parks and Recreation Commission in making a recommendation to the Naming Committee and Town Meeting in regard to these requests, d) Advisory Committee members that will be holding public hearings and approving any By-Laws associated with the names of parks and buildings, and e) the Town of Brookline Administrator and his/her staff. The **Policy for the Naming of Parks and Recreation Facilities** is intended to support the policy and process developed under the Town's General By-law pertaining to Naming Public Facilities (Article 6.8).

2.0 Definitions

2.1 For the purposes of this Policy, "**Parks and Recreational Facilities**" will include the following:

2.1.1 **Parks.** All traditional designed parks, natural open spaces, historic sites, golf courses, specialized parks, open spaces and trails under the Park and Recreation Commission's jurisdiction.

2.1.2 **Buildings.** Significant park and recreation structures that house parks and recreational programs (e.g. recreation centers, enclosed pavilions, comfort stations etc.).

2.1.3 **Major Features.** Major, permanent components of park and recreational facilities, e.g. ball fields, swimming pools, tennis courts, playgrounds, fountains, artwork or physical features (lakes, ice rinks). Rooms within Buildings are considered to be Major Features.

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<http://www.brooklinema.gov>

2.2 Amenities. Smaller furnishings and facilities in the parks and recreation system (e.g. benches, small fountains, tables, heritage trees etc.) Amenities are not formally named, but may in some cases have a commemorative plaque. Recognition for donated amenities is covered under the *Brookline Parks and Open Space Gift and Donation Guidelines*.

3.0 Background and Principles

Naming or renaming Parks and Recreational Facilities in the Town of Brookline is often complex and emotionally evocative since naming is a powerful and lasting identity for a public place. The names of Parks, Buildings, and Major Features tell the important stories of Brookline's history. In addition, Brookline has limited public resources for changing names on signs, maps, and literature, and excessive naming of individual features in parks and recreational facilities can be confusing to the public. Approval of naming requests is a process that typically involves the Park and Recreation Commission, Naming Committee, Advisory Board, Board of Selectmen, Town Meeting, Park and Open Space Director and/or the Recreation Director. Consequently, the process for naming or renaming these public places needs to be carefully and thoughtfully undertaken and only when appropriate.

The policy of the Park and Recreation Commission is to reserve the naming or renaming of parks and recreational facilities to those circumstances which tradition and practice have shown to best serve the interests of the Town and assure a worthy and enduring legacy for the Town's parks and recreation system. To this end, the Park and Recreation Commission supports consideration of naming requests in the following three broad categories:

Exceptional individuals. Sometimes recognition of an exceptional civic leader or a dedicated supporter of the Town parks and recreation system can result in a community supported renaming of an existing or naming of a new Park or Recreational Facility.

Historic Events, Places, and Persons. The history of a major event or place or historic persons can play an important role in the naming or renaming of Parks and Recreational Facilities. The public often expresses a strong desire to preserve and honor the history of the Town, its founders, pioneers, and other historical figures, its local landmarks and prominent geographical locations by giving certain Parks and Recreational Facilities names of historic, social and cultural significance.

Major Gifts. The Town has benefited from a rich legacy of community generosity. Over the decades Brookline residents and businesses have given gifts of their time and skills, their resources and products, and their money. Public and private foundations, too, have invested deeply in the parks and recreation system. There are occasions when, upon the request of the donor, another party, or the department itself, an extraordinary gift may be acknowledged by permanent naming.

3.1 General Principles. In considering any proposal to name or rename a Park or Recreational Facility, the following questions should be considered individually and collectively:

- a) Will the name have historical, cultural and social significance for generations to come?
- b) Will the name engender a strong and positive image?
- c) Will the name memorialize or commemorate people, places or events that are of enduring importance to the community or the nation?
- d) Will the name engender significant ties of friendship and mutual recognition and support within the community or with those outside of the community?
- e) Will the name be identified with some major achievement or the advancement of the public good within the community or the nation?
- f) Will the name be particularly suitable for the Park or Recreational Facility based on the location or history of the park, recreational facility or the surrounding neighborhood?
- g) Will the name have symbolic value that transcends its ordinary meaning or use and enhance the character and identity of the Park or Recreational Facility?
- h) Will the naming request that accompanies a corporate gift result in the undue commercialization of the Park or Recreational Facility?

3.2 Renaming Parks and Recreational Facilities. Proposals to *rename* Parks and Recreational Facilities (whether for a major gift or in response to a community request) are not encouraged and should be entertained only after fully investigating and considering the potential impact of replacing the current name. Names that have become ingrained or widely accepted in the community should not be abandoned unless there are compelling reasons and strong public sentiment for doing so. Historical or commonly-used place names should be preserved wherever possible.

3.3 Naming or Renaming for Exceptional Individuals. The following guidelines apply to *naming* requests that result from either a community process or major gift.

Comment [m1]: The Committee felt this section needed to be rewritten, and felt that the guidelines for living individuals were not clear.

3.3.1 Naming of Parks and Recreational Facilities is encouraged only for persons who are deceased. Typically, such naming after a person should not occur until the person has been deceased for at least seven (7) years and that person's historical significance and good reputation have been secured in the history and lore of the community or the nation.

Comment [m2]: The Committee felt 7 years was too long and suggested 2 would be consistent with their guidelines.

3.3.2 Priority for naming Parks and Recreational Facilities after deceased persons should be given in the following order to those who have significant and lasting contributions 1) to the Brookline parks and recreation system, 2) to the Town; or 3) to the nation. Naming Parks and Recreational Facilities after national or international figures should be rare and only upon a substantial demonstration of the figure's connection to or special importance in the Brookline community.

3.3.3 Naming of Parks and Recreational Facilities after people or a group of people who perish in or survive a tragic event or war should be considered only well after the public shock generated by the tragic event or war has lessened. Potential sites for such memorials should be focused on Parks or Recreational Facilities that are more known for their serene and contemplative nature rather than active recreational locations, such as playing fields and recreation centers. Emphasis should be placed on the contributions or heroic actions of these people during their lifetime, rather than the circumstances of their death or survivorship.

3.3.4 Exceptions for naming of Parks and Recreation Facilities for living persons may occur if there are extraordinary acts or contributions to the community in accordance with section 3.0 that warrant naming while the person is alive or as described in section 3.5 on

Major Gifts. The proposal shall be heard by the Commission, given a 1-year reflection period, and re-considered after such period and a recommendation has been made.

Comment [m3]: The Committee suggested this be made 2 years to match their guidelines.

3.4 Naming and Renaming for Historic Events, Places, and Persons. When a park or recreational facility is located near or otherwise associated with events, places, and people of historic, cultural, or social significance, it is appropriate to consider naming such Park or Recreational Facility after such events, places, and people. The relationship of the Park or Recreational Facility to the events, places, and people of historic, cultural, or social significance should be demonstrated through research and documentation. The appropriateness of naming the Park or Recreational Facility after such an event, place, or people is further supported if people of Brookline or the surrounding neighborhood have already identified the park or recreational facility with the name of the event, place, or people.

3.5 Naming or Renaming for Major Gifts. Typically, the donation of gifts to the Brookline parks and recreation system should be reward in itself, with recognition being given as set forth in the *Brookline Parks and Open Space Gift and Donation Guidelines*. On a rare occasion, a gift will be made to the Town of a Parks and Recreational Facility that is of such magnitude and generosity that the naming of such new Park or Recreational Facility in honor of or at the request of the benefactor will be considered. Any request to rename an existing Park or Recreational Facility in response to a major gift allowing expansion or renovation is discouraged and must meet the guidelines outlined in Section 3.2 herein.

3.5.1 Threshold. As a guideline but not a limitation, the threshold for naming rights on Parks and recreational Facilities would include one or preferably more of the following: 1) deeding to the Town of (most if not all?) of the land on which the Park or Recreational Facility to be named will be situated; 2) payment of one-half or more of the capital costs of constructing a Park or a Building to be named (depending on the availability of matching funds or grants); 3) some long-term endowment for the repair and maintenance of a donated Park or Recreational Facility ; and/or 4) the provision of significant program costs for facilities that will serve parks and recreation program needs.

Likewise, as a guideline but not a limitation, the threshold for naming rights on Major Features would include one or preferably more of the following: 1) payment of the capital costs for constructing and installing a Major Feature; 2) some long-term endowment for the repair and maintenance of the donated Major Feature; and/or 3) the provision of significant program costs for any Major Feature giving rise to or supporting a parks and recreation program.

3.5.2 Other Requirements. Naming or renaming of a Parks and/or Recreation Facility shall not be considered unless the major gift is deemed acceptable by the Park and Recreation Commission and is in accordance with the *Brookline Parks and Open Space Gift and Donation Guidelines*.

Comment [m4]: The committee would like to see a copy of this so that they can understand this section better.

3.5.3 Naming for Persons. Benefactors seeking naming rights for major gifts will be encouraged to follow the guidelines in section 3.3 with respect to the naming of Parks and Buildings after persons. An exception will be considered on its own merits. A Major Feature that has been donated or refurbished may be named for a living person provided that said person is of good reputation. Whatever contract accompanies the gift and naming rights should address all conditions applying to the naming, including time limits for naming of features. However, in addition, the Park and Recreation Commission reserves the right to rename any Park, Building, or Major Feature if the person for whom it is named turns out to be disreputable or subsequently acts in a disreputable way.

3.5.4 Naming for Entities. A corporation, association, or other legally created entity making a major gift may request that the name of that entity be associated with the name of the Park, Building, or Major Feature which is the subject of the major gift. Each request is evaluated on its own merits and requires public input. In making a recommendation for a corporate name, the reputation of the company and community support should be considerations. No corporate logos, brands, insignias, or direct advertising text may be used as part of any name association or naming. As noted in 3.2, renaming of any existing Park or Building is discouraged even when associated with a major enhancement gift. (The Town reserves the right to remove an entity name association on a Park or Building or to name a Major Feature if the entity turns out to be disreputable or subsequently acts in a disreputable way.

Comment [m5]: They felt this section needed to be reworked. They would like more clarification on foundations vs. corporations i.e Rotary vs. New Balance donation. They felt that there should be a time limit for corporate donations, and some members felt that they should be disallowed entirely.

3.6 Other Considerations.

3.6.1 Typically, a Park should not be subdivided for the purposes of naming unless there are readily-identifiable physical divisions (major roads, waterways, etc.) in the Park and other compelling reasons for having more than one name for a Park. This limitation on naming a Park should not prevent giving a different name for a trail, Building, or Major Feature located in or near the Park. However, care should be taken in giving a name to a trail, Building, or Major Feature that is different from the name of the Park so that confusion is not caused for the users of such differently named facilities.

3.6.2 Facilities that are held by the department through a short-term lease or use agreement or improvements that have a limited life span or occupancy should not be named.

3.6.3 All signs on parks and recreational facilities must meet and not depart from the Department's graphic and signage standards. No specialized signage will be displayed unless approved by the Park and Recreation Commission.

3.6.4 If a new park or building is completed and no suggestion for a name has come from the community or in association with a gift, the Park and Recreation Commission will set a name, using any organized public process (i.e. nominations, contest, etc.) that the Commission shall decide upon.

4.0 Procedures for Community or Citizen Requests to Name or Rename a Park or Building.

4.1 Applicant's Process. An applicant must prepare a proposal and make a presentation to the Naming Committee who will then forward the request to the Parks and Recreation Commission for review. Applicants should refer to section 3.0 of this Policy to ensure that the request meets the criteria for proposed names. In addition, the proposal should state the reasons for the proposed name, show community support for the proposed name and contain a description and/or map depiction of the boundaries of the Park or Building to be named or renamed. The proposals can be mailed to:

Comment [m6]: 3.0 is background and principles, not criteria

*Town of Brookline Naming Committee
c/o Board of Selectmen's Office
333 Washington Street – 6th Floor
Brookline, MA 02445*

5.0 Park and Recreation Commission

- Within 60 days of receiving a proposal, the Park and Recreation Commission shall schedule a public hearing and determine whether or not to recommend the proposed new name to the Naming Committee and Town Meeting.
- The Commission will not recommend a proposed name unless the criteria set forth in section 3.0 are met. An affirmative vote of a majority of a quorum of the Commission is necessary to recommend approval of a new name.

5.3 Naming Bylaw

- After the Commission takes action (if the vote is favorable) the proposal will then go to the Naming Committee for their review and recommendation.
- After the Naming Committee takes action (if the vote is favorable) the proposal will be drafted by the Naming Committee in the form of a Warrant Article to be submitted to the next Town Meeting.
- ~~reviewed by the Advisory Committee, Board of Selectmen and Town Meeting.~~
- ~~Thereafter, Town Meeting shall take the final vote to determine whether the name is adopted.~~

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